

As a result, retail activities are leaving the central area to move to outlying areas, which are easily accessible by automobile and which can provide adequate parking areas. The beginnings of such movements are already evidenced in some vacant shops in Sanford's core area. Many of these establishments have moved out to shopping centers. Fortunately, most of these have been convenience retail uses, but steps must be taken now to consolidate the primary and secondary retail activities in Sanford's central area and to discourage their leaving.

The following map, showing Average Daily Traffic, gives some indication of the amount of vehicular traffic that converges on the central area everyday.

The diagram indicates traffic volumes on the principal streets leading to Sanford's two main commercial areas. As is to be expected the greatest volumes occur on streets within the central core area or on streets leading to it. The maximum traffic volume takes place on Endor Street between the Sanford and Jonesboro centers. Endor Street is also the most heavily traveled street within the core area and, thus, takes some pressure off Steele Street where most the retail activities take place. Proposed widening of Endor Street would further facilitate circulation of vehicles by taking unnecessary traffic off Steele Street. Both Carthage and Wicker Streets handle traffic which is heavier than that on Steele Street and almost as heavy as Endor Street's.

PARKING FACILITIES

Like most other central commercial areas, one of the major problems of Sanford's center is the inadequacy of the existing parking facilities. The establishments which require most off-street parking in the central area are the department stores, variety stores, grocery stores, eating and drinking places, and other such major retail facilities.